

**MARTIN & FERRARO, LLP**  
1925 Century Park East, 17<sup>th</sup> Floor  
Los Angeles, California 90067

Telephone  
(310) 286-9800

RECEIVED  
FACSIMILE FAX CENTER  
(310) 286-2795  
MAR 07 2005

---

**FACSIMILE TRANSMITTAL**

---

**TO:**

**Name:** Mail Stop AMENDMENT  
Art Unit 3622/Examiner James Myhre

**Firm:** U.S. Patent & Trademark Office

**Fax No.:** 703-872-9306

**Subject:** U.S. Patent Application No. 09/825,758  
Tiffany A. Thompson et al.

**Filed:** April 3, 2001

**INTERNET PROTOCOL-BASED INTERSTITIAL  
ADVERTISING**

**Attorney Docket No.** 108.0005-00000

**Customer No.** 22882

**Confirmation No.:** 7310

**FROM:**

**Name:** Amedeo F. Ferraro

**Phone No.:** 310-286-9800

**No. of Pages (including this):** 17

**Date:** March 7, 2005

**Confirmation Copy to Follow:** NO

---

**Message:****CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that the attached Transmittal Form (in duplicate \$1,200.00 total amount to cover the \$1,020 three-month extension fee and \$180 IDS fee is to be charged to Deposit Account No. 50-1068), Amendment, and Information Disclosure Statement with Form PTO-1449 are being facsimile transmitted to the U.S. Patent and Trademark Office on March 7, 2005.

  
Sandra L. Blackmon

If there is a problem with this transmission please call Sandy Blackmon at 330-877-1202 or the sender at the number above.

---

The information contained in this facsimile message is privileged and confidential information intended only for the use of the addressee listed above. If you are not the intended recipient or the employee or agent responsible to deliver this message to the intended recipient, please do not use this transmission in any way, but contact the sender by telephone.

FORM PTO-1083

Attorney Docket No.: 108.0005-00000

Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Tiffany A. Thompson et al.

Serial No: 09/825,758

Filed: April 3, 2001

For: INTERNET PROTOCOL-BASED  
INTERSTITIAL ADVERTISING

Confirmation No.: 7310

Art Unit: 3622

Examiner: James Myhre

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a reply to the Office Action dated September 7, 2004 in the above-identified application.

- ☐ No additional fee is required.
- ☒ Applicant hereby requests a three-month extension of time to respond to the above office action.
- ☒ An Information Disclosure Statement with Form PTO-1449 is enclosed.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE	ADD'L FEE DUE
TOTAL CLAIMS FEE	68	-	68	--	LG=\$50 SM=\$25	\$ 0
INDEPENDENT CLAIMS FEE	6	-	6	---	LG=\$200 SM=\$100	\$ 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$360 SMALL ENTITY FEE = \$180	\$ 0
TOTAL						\$ 0

\* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

-- If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

--- If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

- ☒ The total amount of \$1,200.00 to cover the \$1,020 three-month extension of time fee and \$180 IDS fee is to be charged to Deposit Account No. 50-1068.
- ☒ The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. **A copy of this sheet is enclosed.**
- ☒ Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
- ☒ Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,

MARTIN &amp; FERRARO, LLP

By:

Amadeo F. Ferraro

Registration No. 37,129

Date: March 7, 2005

1557 Lake O'Pines Street, NE  
Hartville, Ohio 44632  
Telephone: (330) 877-0700  
Facsimile: (330) 877-2030

FORM PTO-1083

Attorney Docket No. 108-0005-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Tiffany A. Thompson et al.

Serial No: 09/825,758

Filed: April 3, 2001

For: INTERNET PROTOCOL-BASED  
INTERSTITIAL ADVERTISING

Confirmation No.: 7310

Art Unit: 3622

Examiner: James Myhre

Mail Stop AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a reply to the Office Action dated September 7, 2004 in the above-identified application.

- ☐ No additional fee is required.
- ☒ Applicant hereby requests a three-month extension of time to respond to the above office action.
- ☒ An Information Disclosure Statement with Form PTO-1449 is enclosed.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/\$M \$ ENTITY FEE	ADD'L FEE DUE
TOTAL CLAIMS FEE	68	-	68		LG=\$50 SM=\$25	\$ 0
INDEPENDENT CLAIMS FEE	6	-	6		LG=\$200 SM=\$100	\$ 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$360 SMALL ENTITY FEE = \$180	\$ 0
					TOTAL	\$ 0

\* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

\*\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

- ☒ The total amount of \$1,200.00 to cover the \$1,020 three-month extension of time fee and \$180 IDS fee is to be charged to Deposit Account No. 50-1068.
- ☒ The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. **A copy of this sheet is enclosed.**
- ☒ Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
- ☒ Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,

MARTIN &amp; FERRARO, LLP

By:

Amedeo F. Ferraro

Registration No. 37,129

Date: March 7, 2005

1557 Lake O'Pines Street, NE

Hartville, Ohio 44632

Telephone: (330) 877-0700

Facsimile: (330) 877-2030

PATENT

Attorney Docket No. 108:0005-00000

Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

RECEIVED  
CENTRAL FAX CENTER

MAR 07 2005

In re Application of:	)	Confirmation No.: 7310
Tiffany A. Thompson et al.	)	
Serial No.: 09/825,758	)	Group Art Unit: 3622
Filed: April 3, 2001	)	Examiner: James Myhre
For: INTERNET PROTOCOL-BASED	)	
INTERSTITIAL ADVERTISING	)	

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

In reply to the Office Action dated September 7, 2004, the period for reply having been extended for three months by a request for extension and fee payment filed concurrently herewith, please amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.

Amendment 3-7-05.doc

**This Page is Inserted by IFW Indexing and Scanning  
Operations and is not part of the Official Record**

**BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☒ BLACK BORDERS
- ☐ IMAGE CUT OFF AT TOP, BOTTOM OR SIDES
- ☐ FADED TEXT OR DRAWING
- ☒ BLURRED OR ILLEGIBLE TEXT OR DRAWING
- ☐ SKEWED/SLANTED IMAGES
- ☐ COLOR OR BLACK AND WHITE PHOTOGRAPHS
- ☐ GRAY SCALE DOCUMENTS
- ☒ LINES OR MARKS ON ORIGINAL DOCUMENT
- ☐ REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY
- ☐ OTHER: \_\_\_\_\_

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.**